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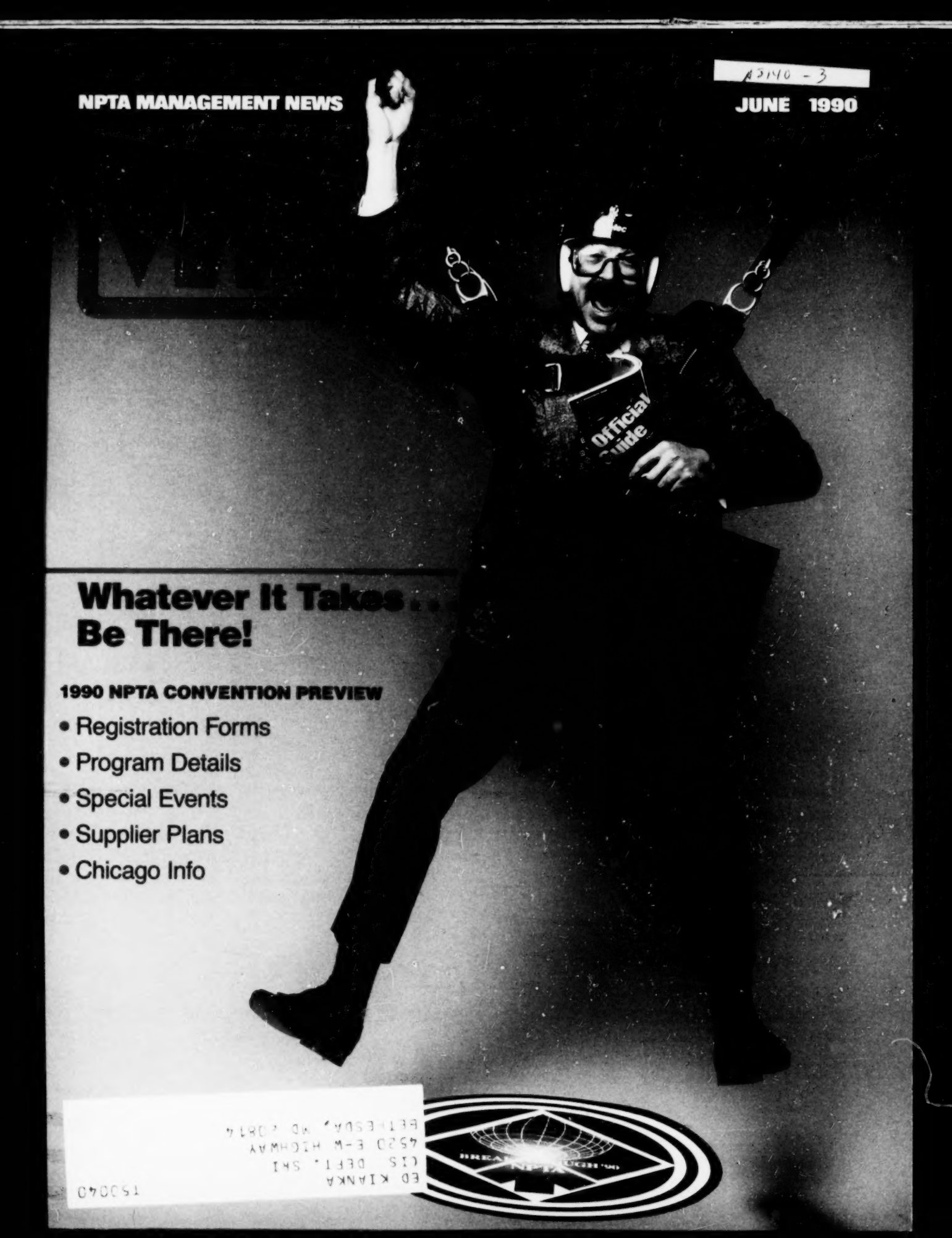
NPTA MANAGEMENT NEWS

JUNE 1990



Whatever It Takes... Be There!

1990 NPTA CONVENTION PREVIEW

- Registration Forms
- Program Details
- Special Events
- Supplier Plans
- Chicago Info

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MN
NPTA MANAGEMENT NEWS

VOL. XXXI/NO. 6

Published by
National Paper Trade Association, inc.

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NPTA Management News (ISSN 0739-2214) is published monthly by the National Paper Trade Association, inc., at a subscription rate of $15 per year. Second-class postage PAID at Great Neck, NY, and additional mailing office. POSTMASTER: Send address changes to *NPTA Management News*, 111 Great Neck Road, Great Neck, NY 11021. 516-829-3070.
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CONTENTS/FEATURES

29 **Mill-Merchant Partnerships: Two Views From The Top**
The director of converting and retail distribution for International Distribution and the president of S.D. Warren speak their minds.

30 **Managing Interdependence in Paper Marketing Channels**
by Dr. Adel El-Ansary
The holder of the PAPER Foundation Eminent Scholar Chair in Wholesaling defines the necessary ingredients for effective mill-merchant partnership.

35 **The 1990 Convention & Exposition Preview**
This issue of MN contains all the necessary information and registration forms needed to participate in NPTA's 1990 Convention and Paper/Plastics & Allied Products Exposition in Chicago, October 5–9, 1990. (See registration forms following page 82.)

36 **Convention, Industry Poised For Breakthroughs**
The 1990 NPTA Convention and the paper/plastics distribution industry reflect the sea change taking place in the world today.

38 **Hotels Set Luxurious Stage For NPTA Convention**
Luxury is the catchword for the six official Convention hotels in Chicago.

40 **Expo Spotlights Merchant's Total Business Picture**
No longer simply a product show, the Paper/Plastics & Allied Products Exposition also highlights equipment and systems that handle the operations side of the industry.

44 **Neighborhoods Reflect Chicago's Diversity**
A plethora of ethnic museums, designated Chicago Landmark Neighborhoods and cuisine from around the world make Chicago the cosmopolitan city it is.

50 **Chicago Eateries Blend Ethnic Flavors**
Ready for roasted stuffed quail . . . or will a pizza do? The Windy City has virtually every type of cuisine you're hungry for.

56 **Management Consultants Take Spotlight at YEF Meet**
Young executives learned to ask smarter questions and better manage their relationships during the annual YEF Mid Year Conference last March.

58 **Luncheon Attendees To Hear Writer Tom Wolfe**
One of the foremost chroniclers of American culture will offer his view of pop trends.

60 **Spouses Program Serves Up Beauty, Drama**
Architecture, botanical gardens and an afternoon with "Shirley Valentine" are headliners.

62 **1990 NPTA Convention Program**
Dynamic programs, exciting speakers and insights into the latest industry trends are all part of this year's Convention Program. All scheduled meetings, registration information and special events are listed.

85 **Registration Forms**

DEPARTMENTS

6 **Viewpoint**
8 **Paper Clips**
10 **Industry Watch**
10 **Briefly Noted**
18 **The Sales Professional**
27 **Environmental Action**
76 **Databank**
77 **Advertiser Plans**
81 **Advertiser Index**
83 **Program Summary**

Cover Photo: Richard Chesnut

duced at more than 1,000 feet per minute. The No. 2 paper machine produced facial quality tissue for two and three-ply napkins.

To help better serve the customer, the firm joined forces with Philip Morris in 1977 and then Chesapeake Corp. in 1985.

Since 1979, more than $68 million has been invested in deinking facilities, including $33 million for the new Eagle II project.

To continue to show its concern for the environment, Wisconsin Tissue recently launched its Second Nature product line, which exceeds all the Environmental Protection Agency's guidelines of post-consumer recovered material content in facial and bathroom tissue, toweling and napkins.

Non-Impact Printer Leads Market

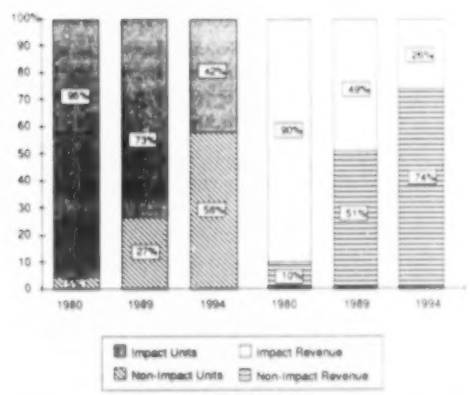
The long-predicted market dominance of non-impact printers was achieved as revenue shares of non-impact printing topped 50% of the total printer market for the first time in 1989, according to a new report, "Marketrends 1990: A Printer Industry Update," recently released by BIS CAP International.

Non-impact printing held a 51% revenue share in 1989 (up from 47% in 1988). This trend is expected to continue through 1994 when non-impact printers (defined as page printers, direct thermal, ink jet and thermal transfer) will dominate in unit terms, along with a 58% market share.

"These changes which have closed out the 1980s are setting the stage for the coming decade by determining the rise or fall of fortunes for industry participants. The most successful vendors have been those best able to respond to the changing demands of the marketplace, coping with shortened product life cycles and ever-increasing price pressures," according to Naomi Cameron, associate director of research.

For more information, contact BIS CAP International, Waltham, MA, at 617-893-9130.

Figure 1
U.S. Printer Industry Market Share of Shipments and Revenues, 1980,1989,1994 - Impact vs. Non-Impact



Source: BIS CAP International

WHAT IS CROSS POINTE?